

# GMS

## #1 Solar Appointment Setting Script

### What Do Solar Cold Calling Scripts Look Like?

Generally, you have two options when cold calling a potential customer. Dial the phone, wing it, and hope for the best. Or use a cold calling script to calm your nerves and guide the conversation.

Even the most experienced sales professionals will tell you that it's better to use a script than it is to go blindly into a call.

With that in mind, here are six solar cold calling scripts you can use at different stages of the sales cycle.

### Openings

This is your first contact with a prospect, so make it a good one. Never forget: you only get one chance to make a good first impression.

*Hello, is [first name] available?*

*My name is [first name] and I work for [company name]. How are you today?*

*We're contacting customers in the [city name] area to discuss their electric needs, with a focus on saving money.*

*As a solar installation company, we have a system that permanently eliminates or greatly reduces your monthly electric bill.*

*Do you know how much you pay monthly for electricity?*

### Presentations

You've got a prospect "on the hook" and it's time to give a presentation. Maybe you do this on the phone. Or perhaps you schedule a Zoom or Skype call so that you can share your computer screen and slides.

Either way, here's one of the best ways to lead into a presentation:

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*Hi [first name], thanks again for taking the time today to learn more about our products and installation services.*

*This presentation won't take too long. I'll touch on the finer details of what makes our product unique and how it can benefit you, as well as how the installation process works. And of course, if you have any questions, don't hesitate to ask.*

*Sound good?*

## **Objections**

As a sales professional, you understand that objections are part of the game. It's not often that you'll make a sale without hearing some type of objection from the prospect.

This solar cold calling script is for those times that you reconnect with a prospect who previously expressed objections.

*Hi [first name], how are you today?*

*This is [first name] with [company name]. We spoke [time frame] about our solar installation services.*

*Do you have a quick minute?*

*Last time we chatted you mentioned your concerns with [objection]. I want to address that in greater detail to help you understand how we can help.*

## **Closings**

If you don't have a plan to close a prospect, you're less likely to do so. This should always be on your mind, regardless of where they are in the sales cycle.

Here's a script that can help you close more solar installation leads:

*Hi [first name], how are you today?*

*I am calling to check in after our presentation [time frame]. Do you have any questions?*

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*We have a few promotions running right now, so it's a good time to proceed. Do you feel confident moving forward at this time?*

## **Next Steps**

Congratulations, you've made a sale! You're not technically cold calling at this point, but you still need to reach out to your prospect to discuss the next steps.

*Hi [first name], this is [first name] with [company name].*

*We're super excited to get started on your solar installation project, so I wanted to contact you about the next steps in the process.*

## **Follow-Ups**

Just because you don't sell a prospect on the first call, subsequent call, or during a presentation, it doesn't mean you should give up. A concise follow-up call script can help keep your prospect in the pipeline.

*Hi [first name], this is [first name] with [company name].*

*Just following up to see if you've given any more thought to install a solar system as a way to save on your electric bill?*

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## **#2 Solar Appointment Setting Script**

**Below is the script you will be using to contact homeowners. Make sure that you read the parts in red verbatim.**

Hello is <Customer Name> available?

Hi, my name is <Your Name>, and I just want to let you know this is not a sales call.

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We are notifying homeowners in the (Zip Code) zip code...because it is a high usage area that you may be able to go solar and permanently lower your electric bill with no upfront cost! Then you simply pay for the solar power by the month, just like your utility bill is only cheaper, and over the life of the system, you will save tens of thousands of dollars.

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***Now let me ask you real-quick <Customer Name>, do you have a bill that averages over \$75 like most of your neighbors?***

***What do you think your average electricity bill is?***

***What electric company are you with?***

***Do you have any plans on moving or selling your home in the next 5 years?***

Great, you would definitely benefit from the <Customer Name>! unfortunately, not every home qualifies, so I just do have a couple of quick questions...

***Are you currently working or retired?***

***Are you above or below 70 years old? (If they sound young you do not need to ask)***

***Is your household income above or below \$60,000 per year?***

***Because we would be installing the solar at no up-front cost to you...They do require that you have a credit score over 680. Do you believe you have a 680 credit score or higher?***

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***Ok great, and no bankruptcies, foreclosures, or past-due medical bills in the past 3 years?***

Great <Customer Name>, it does look like you would benefit from this and would qualify, so what we do if the homeowner is open to it is set up a no-obligation energy consultation. It only takes 45 minutes and we show you an energy savings proposal.

This shows you...Here is what you are paying today for electricity...Here is what you would save on day one if you go solar...And here is your savings over the life of the system.

This way each homeowner can be educated in black and white specifically what they would save if they decided to go solar.

***Would you be open to us coming out to the home around your schedule to explain your savings and the program?***

## **SET APPOINTMENT**

Great!

***Now is it just you in the home or are you married?***

**\*\*IF MARRIED MUST SAY WHAT'S IN RED\*\***

***Since you are married we would want to set up a time that both you and your husband/wife would be available, so that we could answer both of your questions and explain the savings to both of you.***

***Now are mornings, afternoons, or evenings typically best to get the two of you together?***

***Now due to traffic and other factors, we will arrive within a half-hour window, and then from the time, we arrive the appointment will take approximately 45 minutes.***

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*Now, I am showing your address as <Their Address> is that correct?*

*Is this a home phone or a cell phone?*

**TRY AND GET A CELL PHONE NUMBER FOR CONFIRMING PURPOSES**

*Now if we come out to your home and show you savings from day one without using any of your own money and can save you tens of thousands of dollars over the life of the system...Is there any reason that you can think of that would prevent you from moving forward?*

Great! So I have you down for <Date & Time>. We will call you the day before to confirm. I want to thank you for your time and look forward to presenting you your energy savings proposal.

**I WOULD NOT GIVE INFO UNLESS THEY ASK:**

Texas - (number)

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